

WARNER BROS. CAMPAIGN PLAN

PAT
O'BRIEN
JOAN
BLONDELL



OFF THE RECORD

with
BOBBY JORDAN
DIRECTED BY JAMES FLOOD

SCREEN PLAY BY
NIVEN BUSCH, LAWRENCE KIMBLE and EARL BALDWIN
FROM AN ORIGINAL STORY BY SAUL ELKINS and SALLY SANDLIN



CLASSIFIED GAG SECTION

25 Theatre-Tested Ideas Easily Put to Work

CONTESTS STREET BALLY'S

AMATEUR REPORTER CONTEST should appeal to all embryo news hounds. Paper makes assignments to cover; best story is printed in paper. Writer nabbing passes to your show.

CAPTION WRITING TEST. Newspaper runs scenes from picture. Contestants write their own caption. Guest passes go to writers who turn in best captions for entire series.

EXTRAS SURPRINTED. Screaming headlines surprinted in red on back numbers of first editions and distributed by newsies as "Extras."

GAL NEWSIES dressed in coat made of newspapers stands at busy corners of town passing out heralds on "Off The Record" and yelling EXTRA! EXTRA!

OBSERVATION TEST. Reporters have to have keen sense of observation. Newspaper runs scene from pic asking readers to make complete list of everything they see in photo. Prizes to most complete.

PEEP DISPLAY in empty store window. Copy reads: "This is strictly 'Off The Record' . . . but look!" On the inside are cut-out figures of O'Brien and Blondell. Surround with montage of sensational newspaper headlines, title and playdates.

PROOF READING TEST. Readers of cooperating paper are asked to find errors in spelling and grammar in a publicity story or ad. Ducats to most proficient.

SCHOOL NEWSHAWKS invited to cover your showing as guest reviewer of local daily. Best written review is carried by paper and wins prize.

STORY OF THE WEEK in local newspaper is clipped and submitted by readers with 100 word letter stating their reason for choosing. Prizes for best letters.

PROMOTION COPY SLANT



"OFF THE RECORD . . ."

are the letters and expressions of satisfaction from many advertisers in TIMES CLASSIFIED SECTION.

ON THE RECORD . . .

are these figures to prove the selling power of TIMES CLASSIFIED ADS.

- Of 365 jobs advertised here during the last 3 weeks, 250 were filled by people who applied for them through this newspaper.
 - Of 450 products advertised in this Section during the last 3 weeks, 300 culminated in successful sales.
- THAT'S GETTING RESULTS!**

[NEWSPAPER NAME]

Many newspapers like to boast of their classified ad section by spotting ads on other pages—sometimes front page. Above copy suggestion might interest promotion manager of local newspaper. Still shown is No. C-Pub A-7-10c from Campaign Plan Editor.

LOBBY STUNTS

DISPLAY PAPERS OF PAST and present. Exhibit is made up of editions of town's leading newspaper from its beginning up to today. Paper's promotion manager should be glad to cooperate to get this excellent plug for paper.

NEWS OFFICE. How's about dressing up the lobby in typical newspaper office atmosphere with desks, typewriters, signs, news tickers, etc.

NEWS PHOTOS. Original news photos of sensational news beats borrowed from local newspaper morgue are displayed in lobby with caption:—"Off The Record" photos you've never seen.

PHOTOS OF LOCAL SCRIBES are exhibited in lobby along with recent story written by them.

TELETYPE MACHINE sends messages plugging picture. Surround with display and ask people to read tape giving "Off The Record" news.

NEWSPAPER-RADIO DEALER TIE-UPS

AD UNDERLINERS might be tricked up like this: "EXTRA!—'Off The Record'—coming soon to Strand."

BOOK WINDOWS tie into such inside stories of the Fourth Estate as "We Saw It Happen" and "Lords of the Press." Copy: "See The Inside Story of the Funniest Story of the Year—'Off The Record' at the Strand Theatre."

DISPLAY OLD NEWSPAPERS. Offer passes to folks bringing in the oldest editions of local newspaper. Display 'em in lobby and try for news break in local daily which should be easy to get.

EDITOR WRITES FEATURE. Your favorite local editor or columnist might like to write a feature story on famous married newspaper teams such as portrayed by Pat O'Brien and Joan Blondell in "Off The Record."

GUEST COLUMNISTS. Prominent local men take over column entitled "Off The Record" writing about subject best known to them.

INQUIRING REPORTER gets "Off The Record" opinions from localities on current events.

INSPECTING LOCAL NEWS PLANT. Most people would like to see how papers are published. Arrange with newspaper to invite certain number of patrons each day to inspect plant and editorial offices.

NEWS CAMERA used by Bobby Jordan suggests dealer tie-up including window displays, cooperative ads, heralds etc.

NEWS FLASHES over radio. Try to sandwich in a plug or two for the picture immediately after news broadcast.

TEASER ADS. Copy: "Young married couple wishes to get rid of one angel with dirty face received as wedding present. For further information see "Off The Record" at the Strand Theatre."

Other Exploitation Suggestions on Pages 10 and 11

Advertising . . . all fixed for you . . . and fixed right to put across the best selling points . . . the stars in some of the comedy situations, and dialogue bits as your audiences will enjoy them on the screen.

**FROM THE BRIDE
TO THE GROOM**
... with Love!

"YOU'LL ADORE HIM, DARLING--HE'S AN ANGEL!"

"YEAH---ONE OF THE ANGELS WITH DIRTY FACES!"

"WHAT'S HE SQUAWKIN' ABOUT? I AIN'T DONE NOTHIN'--YET!"

**PAT O'BRIEN and
JOAN BLONDELL**

"Off the Record"

A WARNER BROS. Picture
Directed by JAMES FLOOD

BOBBY JORDAN

with

Screen Play by Niven Busch, Lawrence Kimble and Earl Baldwin • From an Original Story by Saul Elkins and Sally Sandlin

Mat 302—8¼ inches x 3 cols. (348 lines)—45c

Did you ever hear the story about the newlyweds who got a "Dead End" kid as a wedding present? No? Well, we'd tell you...but it's off the record! Better come and see it!

18 More Ads to Choose from—On Next Six Pages

WHAT WOULD *You* DO...



IF YOUR GROOM...
flatly refused to take
your boy friend along
on the honeymoon!

IF YOUR BRIDE...
brought another man
into your love nest
on the wedding day?



P.S.
**IF THIS WERE
THE OTHER MAN?**



What
**PAT O'BRIEN and
JOAN BLONDELL**
do is strictly

**"OFF THE
RECORD"**
with **BOBBY JORDAN**

Remember 'Douglas Fairbanks Rosenbloom'?



Directed by **JAMES FLOOD**

A **WARNER BROS. Picture**

Screen Play by Niven Busch, Lawrence Kimble and Earl Baldwin • From an Original Story by Saul Elkins and Sally Sandlin

Mat 205—8 inches x 2 cols. (224 lines)—30c



**"SOME HONEYMOON
THIS IS GOING TO BE
— WITH A 'DEAD END'
KID AS A STOWAWAY!"**



It's Married
Life in the
Roar When

**PAT O'BRIEN and
JOAN BLONDELL**

Adopt a Dirty
Faced Angel
on Their Wed-
ding Day, in



**"OFF THE
RECORD"**

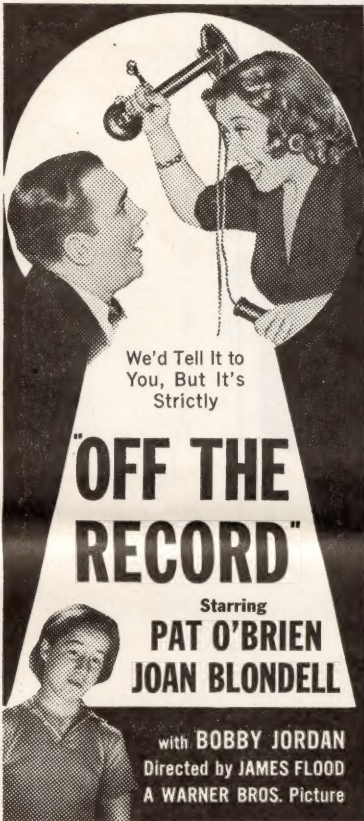
with **BOBBY JORDAN**

Directed by **JAMES FLOOD**
A **WARNER BROS. Picture**

Screen Play by Niven Busch, Lawrence Kimble and Earl Baldwin
From an Original Story by Saul Elkins and Sally Sandlin

Mat 111
7 inches (100 lines)—15c

Did You Ever Hear the Story
About the Newlyweds... Who
Adopted the 'Dead End' Kid?



We'd Tell It to
You, But It's
Strictly

"OFF THE RECORD"

Starring
PAT O'BRIEN
JOAN BLONDELL

with **BOBBY JORDAN**
Directed by **JAMES FLOOD**
A WARNER BROS. Picture

Screen Play by Niven Busch, Lawrence Kimble and Earl Baldwin
From an Original Story by Saul Elkins and Sally Sandlin

Mat 112
5 1/4 inches (73 lines)—15c

It's the Maternal Triangle!

SHE WANTS TO MOTHER HIM!



HE WANTS TO SMOTHER HIM!



**"WHO, ME? AN ANGEL WITH A DIRTY
FACE? I'LL KILL 'EM BOTH, SEE?"**

What happens when

PAT O'BRIEN and
JOAN BLONDELL

adopt the
toughest
of the
"Dead End"
Kids
Is strictly.....



Directed by **JAMES FLOOD**
A WARNER BROS. Picture

"OFF THE RECORD"

with **BOBBY JORDAN**

Screen Play by Niven Busch, Lawrence Kimble and Earl Baldwin • From an Original Story by Saul Elkins and Sally Sandlin

Mat 208—6 1/2 inches x 2 cols. (180 lines)—30c

This is  off the record, folks, but

"I'M GOING WHERE THERE
AIN'T NO ANGEL WITH A DIRTY
FACE OR DIRTY TRICKS!"



"I'M GOING ON THIS HONEY-
MOON IF I HAVE TO GO ALONE
AND I PROBABLY WILL!"



"I'M GOING BACK TO REFORM
SCHOOL WHERE I CAN GET
SOME PEACE AND QUIET!"



PAT O'BRIEN and JOAN BLONDELL

"Off the Record"

Directed by **JAMES FLOOD**
A **WARNER BROS.** Picture

with **BOBBY JORDAN**

Screen Play by Niven Busch, Lawrence Kimble and Earl Baldwin • From an Original Story by Saul Elkins and Sally Sandlin



Mat 301—6½ inches x 3 cols. (276 lines)—45c

See Page 8 for This Ad in Two-Column Size

**SOME HONEYMOON THIS IS GOING TO BE, WITH
A "DEAD END" KID AS A STOWAWAY!**

"OFF THE RECORD"

Starring **PAT O'BRIEN**
JOAN BLONDELL

with **BOBBY JORDAN** • Directed by **JAMES FLOOD** • A **WARNER BROS.** Picture
Screen Play by Niven Busch, Lawrence Kimble and Earl Baldwin • From an Original Story by Saul Elkins and Sally Sandlin

Mat 303—2¾ inches x 3 cols. (120 lines)—45c

"THE LOVE BUG WILL BITE THEM IF I DON'T WATCH OUT!"



Watch love fly out the window when this angel walks in the door with his dirty face and his thousand dirty tricks! And on their wedding day, too! What a honeymoon—and what a spot for

PAT O'BRIEN
JOAN BLONDELL
in
"OFF THE RECORD"

A WARNER BROS. Picture with
BOBBY JORDAN
Remember "Douglas Fairbanks Rosenbloom"?

Directed by JAMES FLOOD
Screen Play by Niven Busch, Lawrence Kimble and Earl Baldwin • From an Original Story by Saul Elkins and Sally Sandlin



Mat 211—5¼ inches x 2 cols. (144 lines)—30c



THE GROOM!



THE BRIDE!



THE OTHER MAN!

And what goes on, folks, is strictly

"OFF THE RECORD"

Screen Play by Niven Busch, Lawrence Kimble and Earl Baldwin • From an Original Story by Saul Elkins & Sally Sandlin

starring
PAT O'BRIEN
and
JOAN BLONDELL
with
BOBBY JORDAN

Directed by JAMES FLOOD
A WARNER BROS. Picture



Mat 107
5¾ inches (80 lines)—15c

THEY'RE GOING ON A HONEYMOON ... BUT NOT TOGETHER!



... And He's the Reason Why!

Pat didn't mind adopting this dirty-faced angel... but when Joan wanted to take him on their honeymoon... well, would you?

PAT O'BRIEN and
JOAN BLONDELL
show you married life in the roar... in

BOBBY JORDAN
Remember "Douglas Fairbanks Rosenbloom"?

"OFF THE RECORD"

Directed by **JAMES FLOOD** • A WARNER BROS. Picture

Screen Play by Niven Busch, Lawrence Kimble and Earl Baldwin • From an Original Story by Saul Elkins and Sally Sandlin



Mat 212—4¼ inches x 2 cols. (120 lines)—30c

"The Love Bug Will Bite Them If I Don't Watch Out!"



**PAT O'BRIEN
JOAN BLONDELL**

"OFF THE RECORD"

with **BOBBY JORDAN**

Directed by **JAMES FLOOD** - A **WARNER BROS.** Picture
Screen Play by Niven Busch, Lawrence Kimble and Earl Baldwin
From an Original Story by Saul Elkins and Sally Sandlin

23/8 inches (34 lines)

**PAT O'BRIEN
JOAN BLONDELL**

"OFF THE RECORD"

with **BOBBY JORDAN**

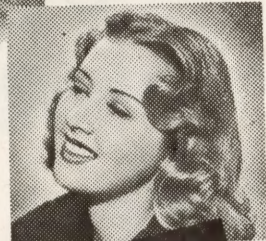
Directed by **JAMES FLOOD** - A **WARNER BROS.** Picture
Screen Play by Niven Busch, Lawrence Kimble and Earl Baldwin
From an Original Story by Saul Elkins and Sally Sandlin

13/8 inches (19 lines)

BOTH ADS ON ONE MAT
Mat 110-15c

Quietly, the little stranger stole their hearts...

AND ANYTHING ELSE THAT WASN'T NAILED DOWN!



It's married life in the roar for these newlyweds, especially when this dirty-faced angel joins their honeymoon... as a stowaway!

**PAT O'BRIEN
JOAN BLONDELL
BOBBY JORDAN**
Directed by **JAMES FLOOD**
A **WARNER BROS.** Picture

"OFF THE RECORD"

Screen Play by Niven Busch, Lawrence Kimble and Earl Baldwin • From an Original Story by Saul Elkins and Sally Sandlin



Mat 206-4 1/2 inches x 2 cols. (124 lines)-30c

This is  off the record, folks, but

"I'M GOING WHERE THERE AIN'T NO ANGEL WITH A DIRTY FACE OR DIRTY TRICKS!"



"I'M GOING ON THIS HONEYMOON IF I HAVE TO GO ALONE AND I PROBABLY WILL!"



"I'M GOING BACK TO REFORM SCHOOL WHERE I CAN GET SOME PEACE AND QUIET!"



PAT O'BRIEN and JOAN BLONDELL

"Off the Record"

Directed by **JAMES FLOOD**
A **WARNER BROS.** Picture

with **BOBBY JORDAN**

Screen Play by Niven Busch, Lawrence Kimble and Earl Baldwin • From an Original Story by Saul Elkins and Sally Sandlin



Mat 207-4 1/4 inches x 2 cols. (124 lines)-30c

**THEY'RE GOING ON
A HONEYMOON**
..But not
together!




PAT O'BRIEN AND JOAN BLONDELL
"OFF THE RECORD"

with **BOBBY JORDAN** • Directed by **JAMES FLOOD** • A **WARNER BROS.** Picture
Screen Play by Niven Busch, Lawrence Kimble and Earl Baldwin • From an Original Story by Saul Elkins and Sally Sandlin

Mat 210—2½ inches x 2 cols. (66 lines)—30c

**SOME HONEYMOON THIS IS GOING TO BE, WITH
A "DEAD END" KID AS A STOWAWAY!**



"OFF THE RECORD"
Starring **PAT O'BRIEN**
JOAN BLONDELL

with **BOBBY JORDAN** • Directed by **JAMES FLOOD** • A **WARNER BROS.** Picture
Screen Play by Niven Busch, Lawrence Kimble and Earl Baldwin • From an Original Story by Saul Elkins and Sally Sandlin

Mat 209—2 inches x 2 cols. (56 lines)—30c

FROM **The BRIDE**
TO **The GROOM**
with Love



PAT O'BRIEN
JOAN BLONDELL

"OFF THE RECORD"

with **BOBBY JORDAN**
Directed by **JAMES FLOOD** • A **WARNER BROS.** Picture
Screen Play by Niven Busch, Lawrence Kimble and Earl Baldwin
From an Original Story by Saul Elkins and Sally Sandlin

Mat 109
¾ inches (46 lines)—15c

**IT'S MARRIED LIFE
IN THE ROAR**
when **PAT O'BRIEN**



and **JOAN BLONDELL**
adopt a dirty-faced
angel on their honey-
moon, in

"OFF THE RECORD"

with **BOBBY JORDAN**
Directed by **JAMES FLOOD**
A **WARNER BROS.** Picture

Screen Play by Niven Busch, Lawrence Kimble and Earl Baldwin
From an Original Story by Saul Elkins and Sally Sandlin

Mat 108
¾ inches (51 lines)—15c

THE GROOM!
THE BRIDE!
THE OTHER MAN!



PAT O'BRIEN
JOAN BLONDELL

"OFF THE RECORD"

with **BOBBY JORDAN** • Directed by **JAMES FLOOD** • A **WARNER BROS.** Picture
Screen Play by Niven Busch, Lawrence Kimble and Earl Baldwin • From an Original Story by Saul Elkins and Sally Sandlin

Mat 213—2 inches x 2 cols. (54 lines)—30c

OFFICIAL BILLING

WARNER BROS.	40%
Pictures, Inc. Presents	5%
PAT O'BRIEN and JOAN BLONDELL	75%
in	
"OFF THE RECORD"	100%
with	
BOBBY JORDAN	25%
Directed by James Flood	10%
Screen Play by Niven Busch, Lawrence Kimble and Earl Baldwin	3%
From an Original Story by Saul Elkins and Sally Sandlin	2%
A Warner Bros. Picture	5%

VITAPHONE SHORTS

- PORKY THE GOB** — cartoon wherein our naughty hero takes a fling at the sea. Succeeds in capturing a pirate ship with all hands roaring. 4804—Looney Tunes—7 mins.
- MECHANIX ILLUSTRATED** — for every one interested in simple explanations of weather forecasting, fire fighting, and the latest wonder, television. 4603—The Color Parade—9 mins.
- TECHNICOLOR CARTOON** — reveals the truth of the old adage, "The Mice Will Play," and in this delightful instance, frolic and sing, while the cat's away. 4508—Merrie Melody—7 mins.
- BLUE BARRON ORCHESTRA** — a big town favorite. Music played the Blue Barron way is really a treat for modern band lovers. 4708—Melody Masters—10 mins.
- SWINGTIME IN THE MOVIES** — is a BIG Technicolor short with Pat O'Brien, John Garfield, Marie Wilson, the Lane Sisters, etc. 4003—Vitaphone Technicolor Featurette—20 mins.
- FLOYD GIBBONS** — brings you the thrilling story of a man who made himself into a "Human Bomb" during a period of economic strife. Unusual subject handled in thrilling manner. 4305—Your True Adventures—20 mins.



TRY THIS ON YOUR PAPER

Some cities give the Boy Scouts their day. They let them take over conduct of city government and operation of big business. "Mayor" is appointed for the day, a "chief of Police" and so on down the line.

Why not apply the same idea to your theatre, only put the "operation" of your theatre and the "selling" of this show in the hands of the local newspaper staff. This should give them a chance to show what they perhaps have wanted to do for a long time; to run a theatre and sell a motion picture.

Of course you still handle actual operation and guide the campaign. But you have the motion picture critic suggest advertising slant, the paper promotion man suggests exploitation, city editor and reporters write the publicity, Sob sister writes the woman's angle.

Success of whole idea depends on your selling it to the newspaper. Once you sell it, it is obvious how much publicity you can get out of it, even if the paper kids the idea.

NEWSHAWKS AT WORK

One showman we know had the entire newsroom staff of the local daily set up shop on theatre mezzanine and go through their paces in full view of audience. Stunt plugs the speed and accuracy of paper's newsgathering facilities.

"COMEDY OF ERRORS"

Contest styled after a weekly feature of the "New Yorker" magazine asks fans to find funniest "Off The Record" lines (caused by typographical errors) on pages of local paper. Readers clip page with line or lines marked clearly. The most humorous is published daily and person first to send it in receives guest passes. Tear sheets with funny errors can be the basis of an interesting lobby display set up with scenes and selling copy.



The 40" x 60" supplies the art for this clever advance lobby display. Add a flock of scene stills.

OFF THE RECORD PHOTOS AS NEWS FEATURE

'Off The Record' Photo Contest in local newspaper using best unposed pictures. Shots of people at work or women shopping, photos of events with comic twist. On basis of news value the newspaper should find them interesting to run daily under caption: "Off The Record." Photos used may be rewarded with prizes and are exhibited in your lobby.

Variation of above idea:— Readers scan the paper and select the photo they think is the best 'Off The Record' shot of the week. Prizes to person submitting photo clipped from paper with best fifty word letter telling why they chose that particular photo.

THE EYES HAVE "IT!"

Joan Blondell's eyes may be used as the basis for a newspaper contest to find the loveliest and the local girl having the most expressive eyes. Photos of entries are posted in lobby and numbered. People vote on ballot by number.

"OFF THE RECORD" ADVICE

Contest conducted in cooperation with local newspaper offers pair of guest tickets for best set of rules on "How To Get Along With Your Husband (or Wife)."

PHOTO GAG FOR LUCKY PATRONS

Mystery camera set up in lobby takes "Off The Record" shots of patrons as they pass the ticket taker on entering theatre. Pictures are posted out front during run and those identifying themselves are guests of the house.

PIX OF SHOPPERS IN STORE ADS

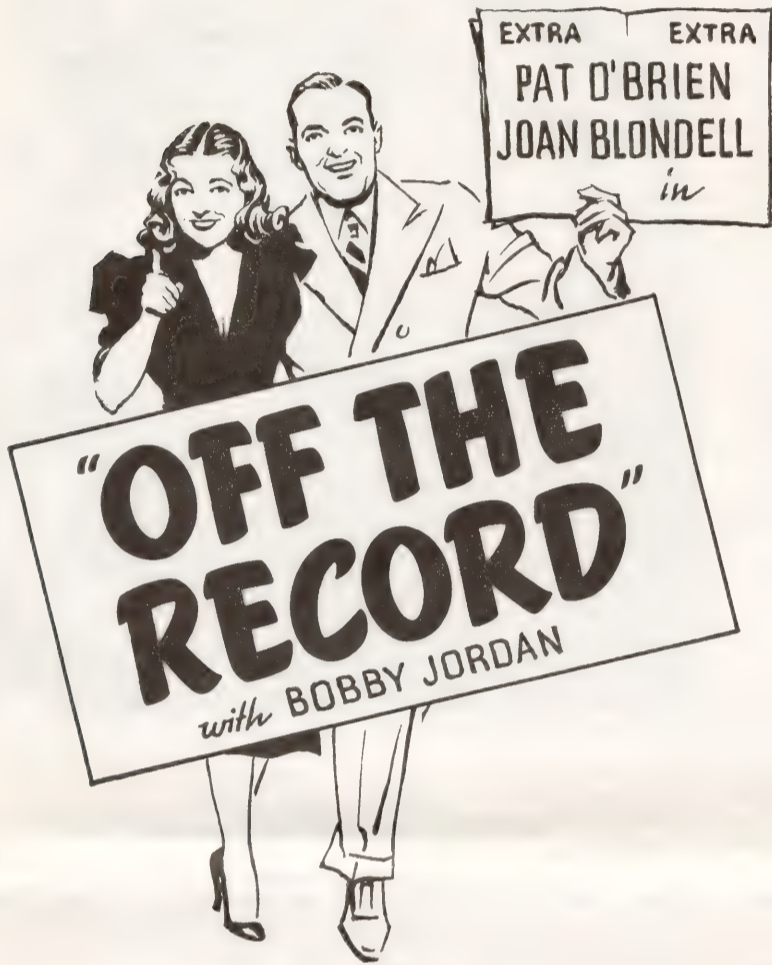
Advertising manager of local newspaper or of department store should be interested in this promotion. Photographer goes to various large department stores and takes pictures of crowds. Photos are then used by the store in an ad with copy along these lines: "An 'Off The Record' photo of happy shoppers in Stacy's Department Store. Real money saving values is the reason."

WANT AD CONTEST

Paragraph of publicity divided into one-line slugs and scattered throughout local newspaper's Want Ad section forms the basis for a classified section tie-up. Paper plants ads on same page with copy: "How Good a Reporter Are You? Find the 'Off the Record' story hidden in these Want Ads, put it together in correct sequence and win a pair of guest tickets to see Pat O'Brien and Joan Blondell in the fast comedy 'Off The Record.' "

NEWSMEN & NEWSWOMEN TALK OFF THE RECORD

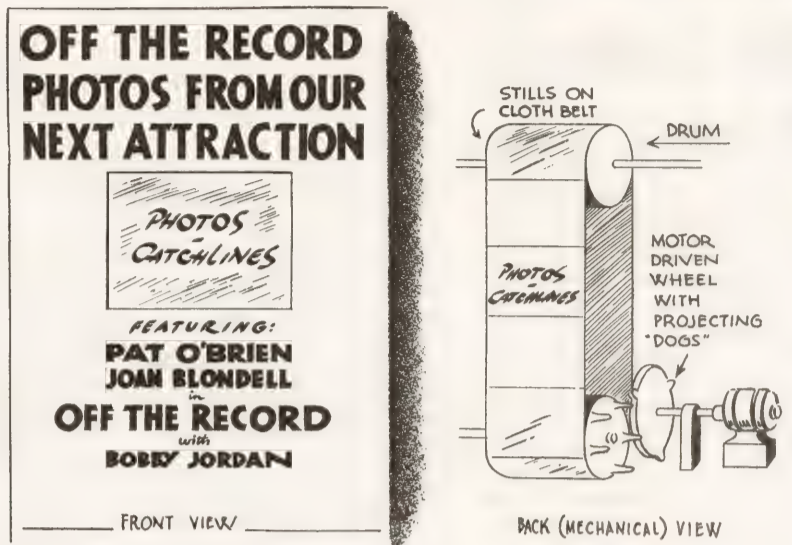
Over local radio station — newspapermen and newspaperwomen are asked to talk about "Off The Record" stories they know about with disclosing actual names and facts. The more fantastic the stories are the more interesting the program will be.



Above illustration shows how the art and lettering from three-sheet can be reassembled for a striking and inexpensive lobby standee. Paper in Pat O'Brien's hand could be real newspaper with star names surprinted.

TIE-UP WITH CARTOON

Cartoon feature called "Off The Record" by Ed Reed appears in hundreds of newspapers daily. Try tackling newspaper on idea of running cooperative ad boosting both the cartoon and the picture. Copy might run along these lines: "If you get a daily laugh from Ed Reed's "Off The Record" in the Times-Union you will enjoy seeing Pat O'Brien and Joan Blondell in the comedy-hit "Off The Record," at the Strand tomorrow.



Moving belt of scene stills is placed behind display board shown above. Low-g geared drive wheel contacting projecting pins cause each still to pause briefly in the aperture.

QUIZ ON THE AIR

Just what does "Off The Record" mean? Have a radio man on the street query passersby as to their version of the phrase. Persons interviewed receive guest tickets. Picture gets plugs between questions.

BOBBY JORDAN — 'DIRTY FACED ANGEL'

If you didn't use this "Dirty-face" Contest in your campaign on "Angels" we suggest trying it on "Off The Record." Prizes are awarded for best "Off The Record" pictures of local dirty-faced youngsters. Winning 'faces' are published in paper alongside pictures of Bobby Jordan.

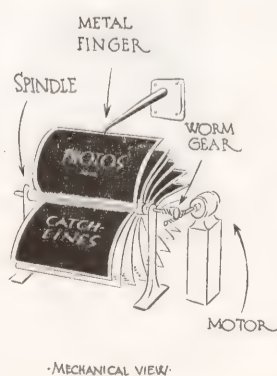
Also award prizes to youngsters in town who look most like Bobby Jordan. Entries are printed in paper daily along with rules. Readers vote for their choice. Final selections made and prizes awarded at your theatre night picture opens.

CIRCLE PHOTO IDEA

Cameraman tours town getting shots of people in the streets, night clubs, department stores etc. Number of these shots with heads encircled are printed in local cooperating newspaper or posted in lobby. Folks identifying themselves are awarded free passes.



Display gives effect of pages "rolling off the press." Pages are fastened to horizontal spindle turned by geared-down motor. Metal finger holds each page until spindle's motion causes it to flop forward.



DEALER TIE-UP STILLS

PAT O'BRIEN:	
Typewriter	UP 14
Polo Coat	P.O. 17
Luggage	UP 22
Pipe	P.O. Pub A260
JOAN BLONDELL:	
Bracelet	BL 1486
Handbag	BL 1508
Fur Coat	BL 1532
Hairdress	BL 1585

Order these specially prepared stills from Campaign Plan Editor. The complete set of eight — 75c; individually 10c.

The Vitaphone Trailer

A REAL SCREEN BOMBSHELL FOR YOUR ADVANCE SELLING AND PREVIEWS OF THE BEST CLIPS FROM THE PICTURE.

OFF THE RECORD

Publicity

(Advance Reader)

Pat O'Brien Adds Wife-Soothing Bit Of Action to Film

Either because Pat O'Brien owns an Irishman's instinct for being ingratiating, or because eight years as a husband in one of Hollywood's most happily married families has taught Pat a deft domestic "approach," this actor was able to improvise a piece of "business" that gave a distinguishing touch to one of his scenes with Joan Blondell in "Off the Record," the Warner Bros. picture coming to the Strand Theatre next Friday.

In the story Pat and Joan play newspaper reporters. After being crazy about each other for some time, they blithely get married. But they have a disagreement shortly after the ceremony.

That night Pat returns to the apartment, carrying his suitcase, the new latchkey which Joan gave him, and a sheepish grin. Walking through the apartment building's lobby, Pat spies a big vase filled with gladiolas, placed on a table there by the apartment building's lady manager.

Pat lifts the bouquet out of the vase, bundles the flowers under his arm, fits the latchkey into the lock, and marches triumphantly into the honeymoon flat, whistling and reaching the flowers toward Joan.

Although the script had made no mention of the flowers, Pat's way of building up the little scene won the commendation of Director James Flood, who kept the bid of action in the picture.

"It will be a realistic touch that will please every wife who sees the picture and remind every husband," Flood said.

City Room In Film Copy Of Real One

The city room of the Los Angeles Evening Herald and Express is going to be pretty well known as the result of the filming of the Warner Bros. picture, "Off the Record," which opens at the Strand Theatre next Friday. For the city room in the picture is a close copy of that paper's city room.

Fred Gooch, set dresser, and Robert Haas, art director, had photographs taken of the Herald-Express city room as it is at the end of a busy day. Then they copied the pictures in the set built at the studio for "Off the Record."

SOB SISTER STOPS BATTLE!



Mat 203-30c

SAVES BOY FROM LIFE OF CRIME—Joan Blondell, screen's ace gal reporter, (center) rescues Bobby Jordan in a lively scene from "Off The Record," which will be the next feature attraction at the Strand Theatre on Friday.

CAST OF CHARACTERS

Thomas "Breezy" Elliott, PAT O'BRIEN
 Jane Morgan, JOAN BLONDELL
 Mickey Fallon, BOBBY JORDAN
 Joe FallonALAN BAXTER
 ScottyWILLIAM DAVIDSON
 Lou Baronette, MORGAN CONWAY
 JaeggarsCLAY CLEMENT
 Detective Kendall, SELMER JACKSON
 BrandADDISON RICHARDS
 BartonPIERRE WATKIN
 BrownJOE KING
 J. W.DOUGLAS WOOD
 ChateauARMAND KALIZ

PRODUCTION STAFF

Directed byJAMES FLOOD
 Screen play by.....NIVEN BUSCH
 LAWRENCE KIMBLE
 EARL BALDWIN
 Original story by.....SAUL ELKINS
 SALLY SANDLIN
 Photography by
 CHARLES ROSHER, A.S.C.
 Art Director.....ROBERT HAAS
 Dialogue Director,
 IRVING RAPPER
 Film Editor,
 THOMAS RICHARDS
 Gowns byHOWARD SHOUP
 Sound by.....E. A. BROWN
 Music byADOLPH DEUTSCH
 Musical Director,
 LEO F. FORBSTEIN

STORY SYNOPSIS

(Not for publication) — Jane Morgan (Joan Blondell), a girl reporter makes up her mind to adopt Mickey (Bobby Jordan), a little tough guy who has been sentenced to reform school for crimes which she is sure his brother made him commit. When she finds that she can only have the boy if she is married, she succumbs to the urgent wooing of her boy friend and colleague, "Breezy" (Pat O'Brien). "Breezy" dislikes Mickey at first, but takes him under his wing and teaches him to become an ace news photographer. Mickey's brother meanwhile escapes from jail, and puts pressure on the boy to get him the money he needs. Mickey gets it, and plenty of trouble as well, but with the help of his foster parents proves himself both a good citizen and a loyal newspaperman.

(Lead Story)

Pat O'Brien, Joan Blondell Set Speedy Pace in 'Off The Record'

Exciting Newspaper Drama Opens Friday At Strand Theatre

"Off the Record," a hot off-the-griddle newspaper story will be the next feature attraction at the Strand Theatre starting Friday. Pat O'Brien and Joan Blondell, who were teamed so successfully in "Back In Circulation," are co-starred again in the lively drama of two star reporters who fall in love.

"Off the Record" is, however, far removed from the usual run of newspaper pictures because its interest is not limited to the professional exploits of its central characters. It has an unusual theme, which evolves from the warmly human side of the otherwise hard and cynical newspaper woman portrayed by Miss Blondell, for it is her successful effort to reform and rehabilitate a tough little street gamin portrayed by Bobby Jordan, the erstwhile "Angel" of the "Dead End" sextette.

After the kid played by Bobby has been orphaned by the death of his mother, he lives with his elder brother, a small-time bookmaker in the employ of the city's gambling czar. Bobby gets a job with the gambling boss too, his task being to take care of the interests of his boss around pin and marble machines in which schoolboys gamble their lunch money.

Observing Bobby at his work, Joan does some investigating and is responsible for a series of stories in her paper exposing the rapacity of the gambling czar who even takes tribute from schoolboys. Her material is used to bring the boss gambler to trial but his lawyer gets him off by "proving" that Bobby and his brother own the pin and marble games. Bobby is sent to a reform school and his brother to state prison.

Joan believes the little tough kid a victim of circumstances and wants to get him paroled. Learning that she must first find the boy a job and a home with a

STAR REPORTERS WED



Mat 204-30c

NEWSPAPER ROMANCE climaxes in wedding of Pat O'Brien and Joan Blondell, in the swiftly-paced drama opening at the Strand Friday.

married couple, Joan suddenly accedes, without telling Pat why, to the latter's insistence that their long engagement end in an immediate marriage.

It is after the ceremony that Pat learns his bride intends to get Bobby out of the reform school and take him in to live with them. Rebellious at first, he finally consents, but remains distinctly unsympathetic to his ward until the boy's real intelligence and unflinching loyalty win him over. He gets Bobby a job as an apprentice news photographer, and the ace reporter and his protegee share some exciting adventures together. Bobby gets into trouble again however, when

he tries to help his brother, who has escaped from prison. A thrilling turn of events finally clears his name and once again the trio is one-for-all and all-for-one.

In addition to Pat, Joan and Bobby, the cast includes Alan Baxter as Bobby's brother, Morgan Conway as the gambling boss, William Davidson as a city editor, and Moroni Olsen as the kindly judge who sends Bobby to reform school.

The screen play was written by Niven Busch, Lawrence Kimble and Earl Baldwin from an original story by Saul Elkins and Sally Sandlin, and the production was directed by James Flood.

O'Brien Fell for New Autograph Gag

The best autograph gag ever pulled on Pat O'Brien was worked on him and his wife while they were returning from the vacation trip they took after he finished his latest Warner Bros. picture, "Off the Record," which opens Friday at the Strand Theatre.

Pat and his wife stayed inside their compartment on the train at the various stops to escape crowds seeking signatures, but at Albuquerque, a telegraph boy came walking through the train yelling "Telegram for Mr. Pat O'Brien."

Pat took the telegram, signed for it, and read: "Kindly give the bearer of this message your autograph. Stop." It was signed "Francis X Nolan."

"That's me, Mr. O'Brien," said the messenger kid. "I knew the only way I'd get to you would be with a telegram, and I paid for the wire so I could bring it to you myself and get you to sign for it." And that, according to Pat, was a brand new one on him.

Young Bobby Jordan Makes Pranks Pay Dividends!

There's an old toast: "Here's to crime."

To the Christopher Jordan family of New York City, it expresses their sentiments exactly.

The Christopher Jordan family recently moved to a fine, new, Spanish style home in Hollywood from a bleak apartment in New York, because crime, in one case, did pay.



Mat 101-15c
Bobby Jordan

It was on the stage and screen, however, that the family's bright 15-year-old-son, Bobby Jordan, committed all his deeds of criminality.

Bobby, who is a bad boy again in "Off The Record," the Warner Bros. picture coming to the Strand Theatre next Friday, can look back on a

remunerative livelihood in stage and screen crime. It began with his performance as one of the six kids in both the stage and screen versions of "Dead End" and carried him through featured appearances as Douglas Fairbanks Rosenbloom in "A Slight Case of Murder," as one of the six brats in "Crime School," as one of the same six juvenile delinquents in Jimmy Cagney's "Angels With Dirty Faces," and most recently in "They Made Me a Criminal."

Bobby's older brother, Danny Jordan, 19, is his constant companion. His sister, Edna, who is in her early twenties, came to Hollywood from New York to keep house for the two boys when they first come out.

The rest of the family consists of Eva Jordan, Bobby's 6-year-old sister, and his father, Christopher Jordan, who operated a garage in New York but closed his business there to come west with his wife and youngest child.

Publicity For "Off The Record"

(Opening Day)

O'Brien, Blondell Co-Starred In "Off The Record"

"Off the Record," a new Warner Bros. picture with a newspaper background, opens today at the Strand Theatre with Pat O'Brien and Joan Blondell teamed as its co-stars and young Bobby Jordan of the "Dead End" kids playing a featured role.

The last previous production in which Pat and Joan were co-starred was also a newspaper picture, "Back in Circulation," but aside from the similarity of background, the new picture has little in common with the former one.

This time Pat and Joan are both reporters on the same paper, and considerable excitement is lent the production by the depiction of their professional exploits, but the fundamental theme of the story—and one that is full of genuine heart throbs—is the determination of Joan, a warm-hearted and sympathetic woman under her cynical exterior, to accomplish the reform and rehabilitation of a little tough kid.

She encounters the kid first in the course of an expose of juvenile gambling that contributes to the coffers of the city's gambling boss, and after he has been sent to reform school, she contrives to have him paroled to the custody of herself and Pat, to whom she has just been married.

Pat is not at all sympathetic with her interest in the little tough, but the boy's genuinely good qualities eventually win him over, though along the way the youngster apparently reverts to his former criminal habits.

Other actors prominent in the cast besides Pat, Joan and Bobby are Alan Baxter, William Davidson, Morgan Conway and Moroni Olsen. Based on an original story by Saul Elkins and Sally Sandlin, the alternately melodramatic, sentimental and amusing screen play was written by Niven Busch, Lawrence Kimble and Earl Baldwin. The production was directed by James Flood.

HOLD IT, PLEASE



Mat 104-15c

Bobby Jordan wields a news camera instead of his fists in "Off The Record," which opens today at the Strand.

Has Served Many Jail Terms—In The Movies

If all the reformatory terms meted out to Bobby Jordan been served consecutively in real life, the young "Dead End" kid would be thirty-one years old instead of 15, as he is. In his latest Warner Bros. picture, "Off the Record," which opens Friday at the Strand Theatre, Bobby is sentenced to three years by Moroni Olsen, playing the judge, but the kid is paroled to a beautiful lady reporter, played by Joan Blondell, after he has served only a few months.

(Review)

"Off The Record" Speedy New Drama Scores Hit At Strand

Joan Blondell And Pat O'Brien Head First-Rate Cast

Rarely have those two reliable entertainers, Pat O'Brien and Joan Blondell, been seen to better advantage than they are in their latest co-starring vehicle for Warner Bros., entitled "Off the Record," which opened yesterday at the Strand Theatre. A lively newspaper yarn with a truly novel twist, it is exciting entertainment for the whole family.

Much of the plot revolves around Joan and Pat's relationship with Bobby Jordan, erstwhile "Angel" of the "Dead End" gang, who himself contributes a characterization that stands up well with the two fine portrayals given by the stars.

Bobby is seen as the typical underprivileged youngster of the slum streets who runs afoul the law because there is no one interested in seeing that he gets a square break in the world or learns what is right and what is wrong. That is, there is no one until the reporter played by Joan meets him.

That meeting takes place while Joan is gathering the material for an expose of a rotten civic condition which permits the boss gambler of the city even to rake the nickels of school children into his coffers.

When the lid is blown off this mess by Joan's paper, the big boss goes free because his lawyer succeeds in pinning the guilt on Bobby's rather no-account elder brother. The latter goes to prison and Bobby to reform school.

Joan, however, succeeds in getting the boy paroled in the custody of herself and Pat, whom she has married meanwhile. Pat is far from sympathetic with her interest in the street gamin, but the boy eventually wins him over and Pat gets him

Number Means Luck To Ace Star Team

Neither Joan Blondell nor Pat O'Brien will admit being superstitious, but their conversation, with a twist along that line while they prepared for a honeymoon scene in their latest Warner Bros. picture, "Off the Record."

The art director had built a section of an apartment dwelling with doors numbered 35, 36 and 37, and Joan and Pat were debating which door should open into their film honeymoon nest.

"Let's have Room 35," suggested Joan, "because I just paid \$35 for a new hat today."

"No," said Pat, "Let's take Room 36, because that's how old I am."

But Joan had a better idea. "Thirty-seven ought to be luckier than any," she said. "It was in 1937 that we made our first hit together as a couple of newspaper reporters in 'Back in Circulation.'"

That appealed to everybody as lucky, inasmuch as the characters and scenes in "Off the Record" are reminiscent of the enlivening action in the same stars' former picture.

It Amused Bobby!

When the time came for Alan Baxter to grab a gun and shoot Morgan Conway, the villain, in a scene for "Off the Record," now playing at the Strand, Baxter discovered, too late, that Bobby Jordan had greased the handle of his shooting iron.

'OFF THE RECORD' ROMANCE



Mat 201-30c

SOB SISTER TAKES DICTATION from star reporter Pat O'Brien—and loves it. Joan Blondell is the girl, and the picture is "Off The Record" a swift-paced film that goes behind the scenes of a newspaper. It's now at the Strand.

a job as an apprentice news photographer on his paper.

Pat and Bobby together perform some notable stunts of news and picture gathering and everything seems to be going well until Bobby's brother escapes from prison. Then Bobby is unjustly suspected by Pat of having stolen an expensive gem to raise money to help his brother make a get-away. An unexpected turn of events proves his innocence.

Besides Pat and Joan and Bobby, the others in the cast who stand out with vividly etched character portrayals include Alan

Baxter as the kid's older brother, Morgan Conway as the gambling czar, William Davidson as the city editor for whom Joan and Pat work, and Moroni Olsen as the kindly judge who reluctantly sends Bobby to the reform school.

The screen play, an excellently paced and wittily written piece of work, was based by Niven Busch, Lawrence Kimble and Earl Baldwin on an original story by Saul Elkins and Sally Sandlin. The direction, distinguished for its keen sense of climactic effect, was in the hands of James Flood.

OFF THE RECORD News From Hollywood

Dept. of Agriculture—2000 cattle refused to work after 4:30 P.M., their usual watering time, for the location company of "Dodge City" at Modesto, Calif. During the ensuing lapse in production, Director Michael Curtiz was heard to mutter, "Somebody gave me 2000 bum steers."

Hearthrob Dept.—16-year old Bonita Granville is allowed to go out with a male escort one night a week. The escort she usually chooses for this important occasion is Bobby Jordan, currently featured in "Off the Record," coming to the Strand today.

Complaint Dept.—Maxie Rosenbloom thinks its rank discrimination against him that Warner Bros. won't give him the same preparation other actors in "Broadway Cavalier" are getting. The thing they're getting and Maxie isn't is boxing instruction.

Nursery Dept.—Probably the most "gifted" baby of the year is Ellen Powell, daughter of Joan Blondell and Dick Powell. Joan, who undertook to write short notes of thanks in longhand to her many fans who sent gifts, spent all her spare time writing between scenes of "Off the Record."

Dept. of Foreign Relations—Ernesta A. Romero, vice-consul of Mexico on reserve leave, is acting as technical adviser on "Juarez," the new Paul Muni-Bette Davis starring vehicle.

Music Dept.—Bette Davis supplied her own mood music for a dramatic scene in "Dark Victory." Since there wasn't an orchestra within 20 miles of the location, she drove her station wagon on the set, Friday in the radio, and chose her "emoting" music.

Help Wanted Dept.—Pat O'Brien, one of the stars of "Off the Record" coming to the Strand Friday, is still seeking a bit of information. He was told by the assistant director one day to report to the set in his "reporter's outfit." Pat would like to know of just exactly what a reporter's outfit consists.

(Current Reader)

Stranded in Car O'Brien Spent Night on Road

From midnight until five o'clock one Monday morning, one of the best known film stars in Hollywood stood on the coast highway between Oceanside and San Clemente, Calif., and tried to flag down cars that passed.

The star was Pat O'Brien. Due at the Warner Bros. Studio that morning to start work in "Off the Record," the Warner picture now showing at the Strand Theatre, O'Brien started from his beach home at Del Mar late Sunday night. On the lonely stretch of road, his cap blew off and he stopped to get it. When he got back into the car, it wouldn't start.

O'Brien stood at the side of the road and tried to hail passing cars, but no one would stop. At five, a delivery truck drew up and the driver saw who it was. He pushed O'Brien's car until the motor started but by then the bumpers of the two machines had locked. It was six before O'Brien got it again.

Not until he looked in the mirror of his dressing room did O'Brien realize why the motorists had all passed him up.

"With the cap on I looked like a thug," he said.

Joan Blondell Places Children Above All Else

The glamour girls who hold their men in pictures make good wives and care for their babies with true maternal instinct.

Everyone who knows will agree that Joan Blondell has been a thoughtful, painstaking mother to little Norman Scott Powell, now four years old, and that she gives an equal amount of her time and intelligent attention to little Ellen, the baby girl that was born to her a few months ago.

Day after day, whether she is working at the studio or not, Joan makes hourly checks on her



Mat 105-15c

JOAN BLONDELL is starred opposite Pat O'Brien in "Off The Record."

babies. She supervises their food, the rest hours, buys their clothing herself and never fails, no matter how busy or tired she is, to devote some time each day to the play hours of the nurseries.

"I'm a mother first," she says. "Nothing else in my life is as important as my children. No part of my career is so vital to me as the role of mother."

She means it. Catch her somewhere in her garden with her children and one understands that motherhood is not an "act" with her.

Joan's latest picture for Warner Bros., "Off the Record," opens at the Strand today.

(Fashion Story)

Joan Blondell Wears Chic 'Career Frocks' In New Film

By Helen Walter

Joan Blondell, known as the screen's best-dressed girl-reporter, displays a wardrobe typical of the successful career woman in her latest Warner Bros. picture, "Off the Record," which is now showing at the Strand Theatre.

Little suits and light-weight ensembles are Howard Shoup's idea of how chic bread-winners dress. He did several completely different ones for Joan Blondell to wear on her adventurous way.



Mat 102-15c

Joan Blondell

A beige pillbox turban secured to Joan's head by a shirred brown elastic band is exactly right with a short jacketed crepe suit carried out in the same shades. The bellboy jacket is beige, is collared in white pique and fastens with clasps made of two gold leaves. The brown skirt is knife-pleated.

Another outfit carried out in almost the same shades consists of beige frock having shirred panel down the front divided by the matching zipper closing, a casual cocoa crepe coat fashioned with loose bracelet-length sleeves and shirred pockets, and a beige felt postilion hat draped in a crisp brown veil. Mr. Shoup likes elbow and bracelet sleeves because they permit the featuring of unique gloves, which in this case are stitched doeskin.

Three other business ensembles designed to thrill a girl reporter—or any other working girl—carry out Shoup's belief in sleeve brevity. A stunning dress of soft olive green crepe is styled with high round pleated collar, round pleated yoke and knife-pleated skirt extending from a rounded bodice. Loose sleeves are slashed off at the elbow. A self-belted jacket with flared peplum and curved lapels is worn with matching slim skirt and beige jersey blouse having neckline shirred to a V. The hat is a matching blue felt with soup bowl brim. Long beige gloves, worn with blue leather bracelets, extend almost to the half-sleeves. A black dress of novelty ribbed crepe is made with high molded bodice, high-standing white pique collar and the ubiquitous cut-off sleeves.

Sleeves ending midway between wrist and elbow also lend interest to a grey pebble crepe suit teamed with quilted suede bag, suede pull-on gloves and silk jersey blouse, all of roseberry. Joan's low-crowned variation of a Robin Hood hat is pale roseberry felt trimmed in darker grosgrain ribbon. Odd rigid silver buckles fasten the basquelike jacket.

Joan's especial favorite in the wearable collection is a dove grey crepe suit made with box-pleated skirt and fitted jacket. Buttons are leaves of black composition; inverted pockets are closed with black zippers, and the waistline is girded with a slim ribbon of black kid. All accessories are black, including a felt widely-flared fez.



Mat 202-30c

JOAN BLONDELL—is the lovely heroine of "Off The Record," an exciting newspaper drama now showing at the Strand Theatre.

(Current Reader)

Youthful Actor Learned to Be Artful Dodger

"Do you know how to miss a punch?" Director James Flood asked a kid actor who had been summoned to the sound stage where Joan Blondell, Pat O'Brien and Bobby Jordan were working in "Off the Record," the Warner Bros. picture now showing at the Strand Theatre.

"Who's to be punched?" demanded the kid. "Me? Or some other fellow?"

"You," said Flood.

"Okay," said the kid, "I can dodge 'em."

And he did.

But the kid, Al Hill, Jr., 16, a long time performer in vaudeville, radio, screen and the circus, had his hands full—full of unlanded punches—all afternoon as he let Bobby Jordan's whistling punches slip by his right ear, and then took perfectly timed falls that made it look as if he had been flogged.

"I can throw the kind of punches that always miss, and I can throw the kind that always land," young Hill boasted after the fight scene was finished.

"Today I was always missing on purpose," he added meaningfully, looking directly at Bobby Jordan.

O'Brien's Stand-In Doubles As Chum

When Pat O'Brien, who used to play football for Marquette University, wanted to get himself a motion picture stand-in and chum during working hours, he turned to another old time football player with a brogue, Bert Kennedy.

Bert had played end in Philadelphia high schools, and after that was a professional football end for West Collingswood, near Philadelphia, when an end had to be scrappy and durable indeed if he weighed no more than Bert Kennedy's poundage of 135.

Kennedy, like O'Brien, did a good deal of trouping in vaudeville before entering films, and at one time was half the well known team of Neiman and Kennedy.

His son recently played football at Villanova College, but now is graduated.

Bert was not only O'Brien's stand-in, but also his dialogue rehearsal "feeder," personal alter ego, and "straight man" for Pat's funny stories on the set of Pat's latest Warner Bros. picture, "Off the Record," which is the current attraction at the Strand Theatre.

Actor's Car Was 'Stolen' By Cop

Bobby Jordan yelled for a cop when he finished work one day in "Off the Record," the picture now showing at the Strand Theatre. A studio policeman named George strolled over to see what was the matter.

"I've been robbed," said the 15-year-old actor. Somebody stole my auto."

"Oh, yes," said George, "I took your auto. Remember me telling you that you couldn't park it on the side of the studio street where it would obstruct the passage of studio trucks? Well, it was reported there again today, so I drove it off to a parking lot."

NEWS IN BRIEF

Pat Wants To Know

Pat O'Brien, one of the stars of the Warner Bros. picture, "Off the Record," is still seeking a bit of information. He was told by the assistant director one day to report to the set in his "reporter's outfit." Pat would like to know what a reporter's outfit is.

Learned And Burned

After three weeks of practice in shooting newspaper flashlights, 15-year-old Bobby Jordan learned to do a realistic job as the kid photographer in "Off the Record." But one thing Bobby could not learn was how to keep from burning his fingers in plucking the exploded flash bulbs out of the socket on his action camera. He spoiled a number of takes because he played them like a man learning a juggling act.

Collects Fist Editions

Pat O'Brien, star of "Off The Record," has just received his 10th pair of autographed boxing gloves. These are from the fighters who appear with him in "Broadway Cavalier"—Maxie Rosenbloom, Art Lasky and Jack Roper. He already has gloves from Tunney and Dempsey.

Frosting Would Melt

Pat O'Brien's pet name for Joan Blondell in "Off the Record," the Warner Bros. picture playing at the Strand Theatre, is "Cupcake." When James Flood, the director, wanted a love scene rehearsed, he would simply call out: "Cupcakes. Without frosting."

Licks 'Em All

Frankie Burke, the youth from New York who recently got a film start and a Warner Bros. contract because he resembles Jim Cagney, was the fourth boy to take a trouncing from Bobby Jordan in "Off the Record." Bobby's other victims were Al Hill, Jr., Junior Coghlan and George Offerman, Jr. Bobby slapped down Frankie in a scene depicting a New York state reformatory.

It's The Man Who Pays

Dick Powell and Joan Blondell are the only possessors of a man-and-wife portable dressing room. But even in Hollywood a portable dressing room can't be in two places at once. The result was that while Joan was working on "Off The Record" and Dick was working on "Always Leave Them Laughing," Dick spent most of his "resting" time commuting between sets, because the Powell-Blondell dressing room was parked, needless to say, at the "Off The Record" set.

Kid Is Stunt Man

The day after Al Hill, Jr., 16, took seven falls in as many takes for the fist fight in which he was supposed to be beaten up by 15-year-old Bobby Jordan in "Off the Record," the Republic Studio hired the freckled-face Hill youngster to double in a thirty-foot fall down a cliff in "Down in Arkansaw." Hill is the youngest "fall specialist" among the freak job specialists in Hollywood.

Took Some Punishment

Alan Baxter's dying scene in the Warner Bros. picture, "Off the Record," was made with the left side of that actor's face toward the camera for a very good reason, Bobby Jordan, playing Baxter's kid brother in the story, was supposed to rush into the room after Baxter had been shot by a gangster, and lift Baxter's head and cradle it on Bobby's shoulder. But Bobby got excited, and let Baxter's head bang back on the floor a couple of times in the rehearsals, so during the "takes" the bruised side of the dying man was turned away from the lens.

Bruised His Dignity

Bobby Jordan, who is one of the featured players in the Warner Bros. picture, "Off the Record," and Irving Rapper, who was dialogue director of the production, had a feud after Bobby heard Rapper exclaim one day: "Can't we get an actor whose voice doesn't change on every line?"

(Current Feature)

Stop the Presses—O'Brien Is Scooping the Boys Again

Anyone looking over Pat O'Brien's screen career would conclude that Pat should be at least a city editor by this time, because he is probably the most experienced movie newspaper reporter in the United States.

Pat has even worn his reporter's fedora upon foreign battlefields as a war correspondent. He is the "ace" reporter of the film journals.

Pat is doing it again in "Off the Record," the Warner Bros. picture which is now showing at the Strand Theatre. He plays "Breezy" Elliott, the star reported of the "New York Evening Star."

"I have played reporter roles so often that I have only to pick up the script of a newspaper picture to cock my hat back on my head, reach for somebody else's cigarette and feel the old dyspepsia coming on," Pat confided. "I don't know what it is about newspaper work that makes all the script writers give me nothing to eat but hamburgers and inferior coffee."

Pat O'Brien got off to a tough start as a reporter.

That was in the film version of "The Front Page." He played Hildy Johnson, the unpredictable, quick-witted Swede of the Ben Hecht-Charlie MacArthur story. On the stage Pat had been a managing editor, but he regarded the part of Hildy Johnson, the effervescent reporter, as a promotion. Since then, although he has played a wide variety of parts (recently he won wide acclaim for his priest role in "Angels With Dirty Faces"), his newspaper career has flourished.

A year ago Pat did a well remembered role as another reporter with Joan Blondell in "Back in Circulation," and when

the same studio decided to film "Off the Record," Pat O'Brien and Joan the clever girl reporter were the natural choices to stop the presses once more.

"I've been all the kinds of a reporter there is," said Pat, "except a reporter covering a Notre Dame football game. Some time I am hoping to get that assignment. In the meantime, I guess I'll just keep on paying

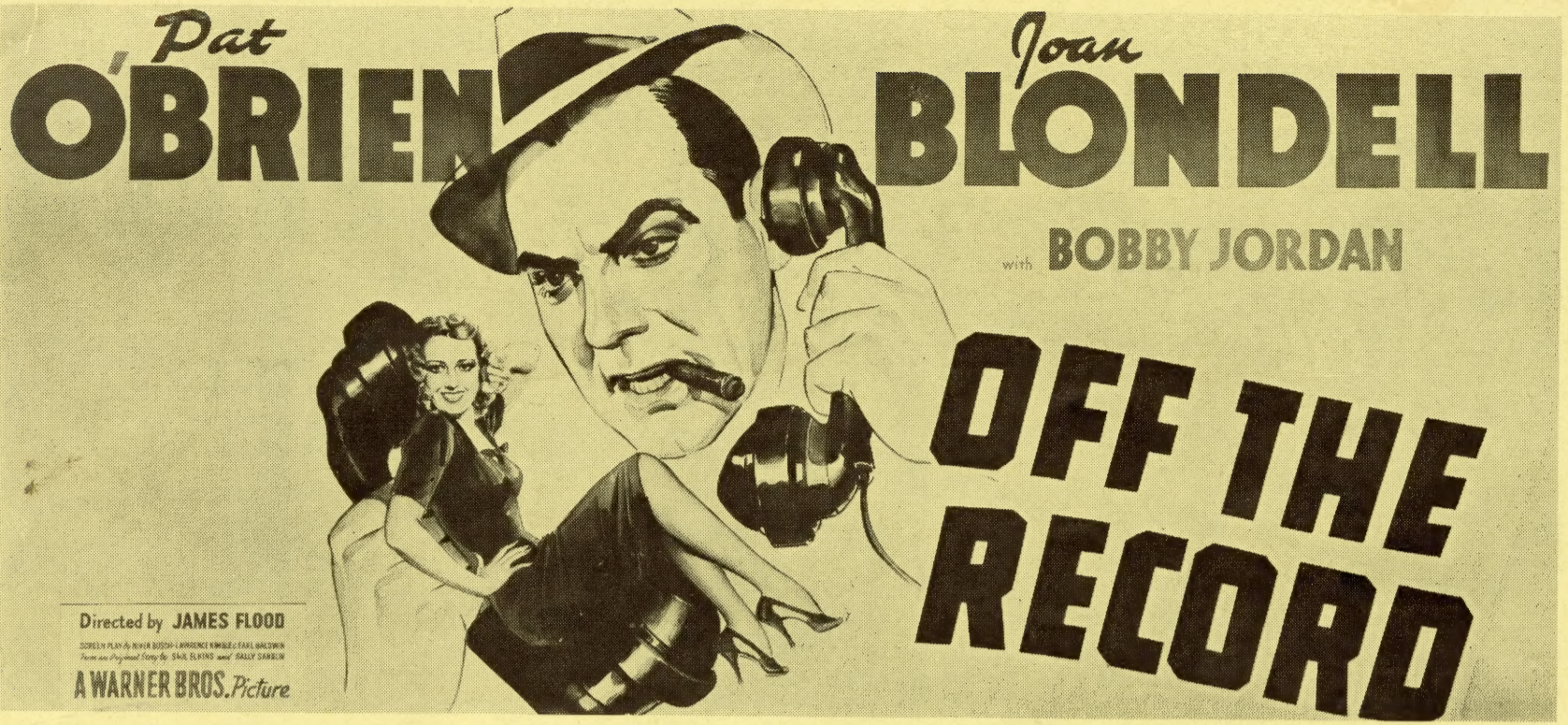


Mat 103-15c

PAT O'BRIEN is currently starring in "Off The Record" at the Strand.

scalper's prices and buying my own seat."

And Pat jumped up from his set chair, cocked his fedora back over his head, reluctantly laid down his good cigar, stuck a cigarette into his mouth, yelled "Stop the presses," and ran into the middle of his nineteenth local room with another movie scoop.



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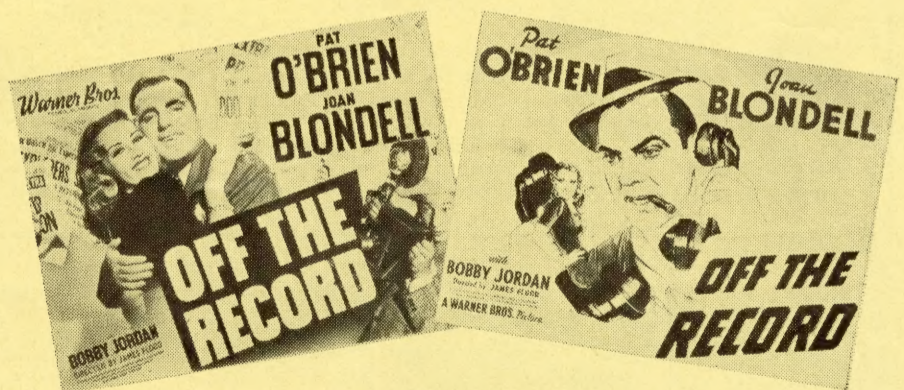


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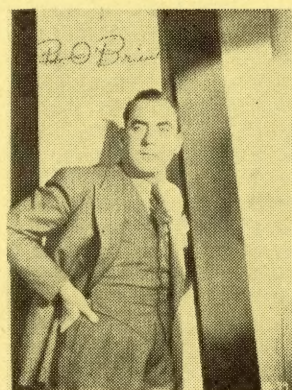


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